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Foster Heads Ted Bates

Archibald McG. Foster has been elected president and chief executive officer of Ted Bates & Co., fifth largest advertising agency with billings of \$225 million world-wide. Mr. Foster, formerly senior vice-president and management supervisor on the Brown & Williamson Tobacco Co. account, succeeds Rudolph Montgelas, who becomes vice-chairman of the board.

Mr. Foster, 50, joined the agency in 1954 as a vice-president and account supervisor. Mr. Montgelas said the change typified the Bates policy of "conscientiously promoting from within." Ted Bates is honorary chairman; Rosser Reeves, chairman, and William H. Kearns, chairman of the executive committee.

Mr. Foster, who started as a door-to-door salesman of gas ranges and water heaters in Texas, took his first advertising job in 1939 as a copywriter with Conde-Nast Publications, where he rose to



Archibald McG. Foster

promotion director. After service in the Marine Corps in World War II he was a junior account executive with A. W. Lewin advertising agency, then joined Cecil & Presbrey in 1950 as vice-president. Mr. Foster was graduated cum laude from Harvard in 1938.